

DEPARTMENT OF THE NAVY
Office of the Secretary
Washington, D.C. 20350-1000

SECNAVINST 5030.7
HQMCM/JAR118
17 April 1986

SECNAV INSTRUCTION 5030.7

From: Secretary of the Navy
To: All Ships and Stations

Subj: PROTECTION OF MARINE CORPS NAMES
AND INSIGNIA

Ref: (a) 10 USC 7881 (NOTAL)
(b) Executive Order No. 10538 of 22 Jun 54
(NOTAL)

1. **Purpose.** To implement reference (a) and to delegate to the Commandant of the Marine Corps the authority of the Secretary of the Navy to grant permission to use or imitate the insignia of the United States Marine Corps.

2. **Policy.** Department of the Navy policy is to preclude all unofficial use or imitation of the Marine Corps seal, and to preclude unofficial use or imitation of the Marine Corps emblem, names, or initials which has any reasonable tendency to suggest official approval, endorsement, or authorization in connection with any promotion, goods, service, or commercial activity. Commercial or noncommercial use or imitation of the Marine Corps emblem, names or initials is prohibited unless written permission is first obtained, or is permitted, as provided in this instruction.

3. **Standards for Use or Imitation of the Marine Corps Insignia**

a. **No Unofficial Use of Marine Corps Seal.**

Reproduction and use of the Marine Corps Seal, as designated in reference (b), is restricted to materials emanating from Headquarters Marine Corps. Except for manufacture of official letterhead stationery and related items of official Marine Corps use, reproduction and use of the Marine Corps seal is prohibited.

b. **Unofficial Use of Marine Corps Emblem, Names, or Initials.** Requests from civilian enterprises to use or imitate the Marine Corps emblem, names, or initials will ordinarily be approved where use or imitation merely provides a Marine Corps accent or flavor to otherwise fungible goods. Requests will normally be disapproved where alcohol or tobacco products are involved or where such use or imitation reasonably would:

(1) Imply any official or unofficial connection between the Marine Corps and the user.

(2) Tend to create the impression that the Marine Corps or the United States is in any way responsible for any financial or legal obligation of the user.

(3) Give the impression that the Marine Corps selectively benefits the particular manufacturer, commercial entity, or other user, as in displaying the Marine Corps emblem, names, or initials on musical instruments, weapons, or the like, and in using the emblem, names, or initials in connection with advertising, naming, or describing products and services such as insurance, real estate, or financial services.

(4) Tend to subject the Marine Corps to discredit or would be inimical to the health, safety, welfare, or morale of members of the Marine Corps.

c. **Acceptable Use of the Marine Corps Insignia.** No request for permission is required when a use or imitation of the Marine Corps emblem, names, or initials includes prominent display of the disclaimer, "Neither the United States Marine Corps nor any other component of the Department of Defense has approved, endorsed, or authorized this product (or promotion, or service, or activity)," as an integral part of the use of imitation. A "prominent display" is one located on the same page as the first use of the insignia, prominent in that use, and printed in letters at least one-half the size and density of the insignia.

4. **Delegation of Authority.** The Commandant of the Marine Corps is hereby delegated authority to grant written permission for use or imitation of the seal, emblem, names, or initials of the United States Marine Corps under the standards in this instruction. He may redelegate such authority in writing to such senior officers serving in key positions as he deems appropriate. He shall promulgate implementing regulations providing procedures and standards for obtaining approval of authorized use of Marine Corps insignia.

JAMES F. GOODRICH
Under Secretary of the Navy

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